

Submitted by Kris Hui of Brookfield Properties related to Resolution 19-238 at the 10/24/19 Committee on Zoning, Planning and Housing meeting

19OCT25 AM 8:41 CITY CLERK

ALA MOANA CENTER

HONOLULU CITY COUNCIL - COMMITTEE ON ZONING, PLANNING AND HOUSING PRESENTATION
10-24-2019

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MISC. COM. 672

Ala Moana TOD Workshops Summary



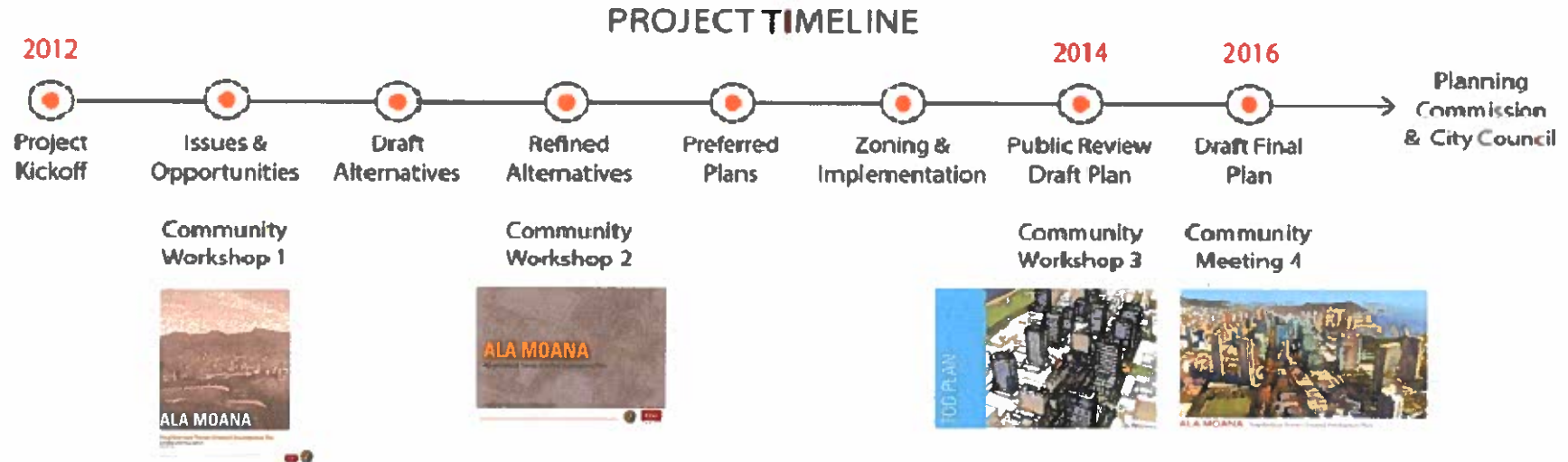
Source: <http://www.honolulu.gov/tod/neighborhood-tod-plans/dpp-tod-alamoana.html>

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The City TOD has had a 5 year process of community meetings, planning and community feedback since August 2012.

Ala Moana Neighborhood TOD Planning Process



Source: Ala Moana Neighborhood TOD Plan Summary Brochure – August 2019

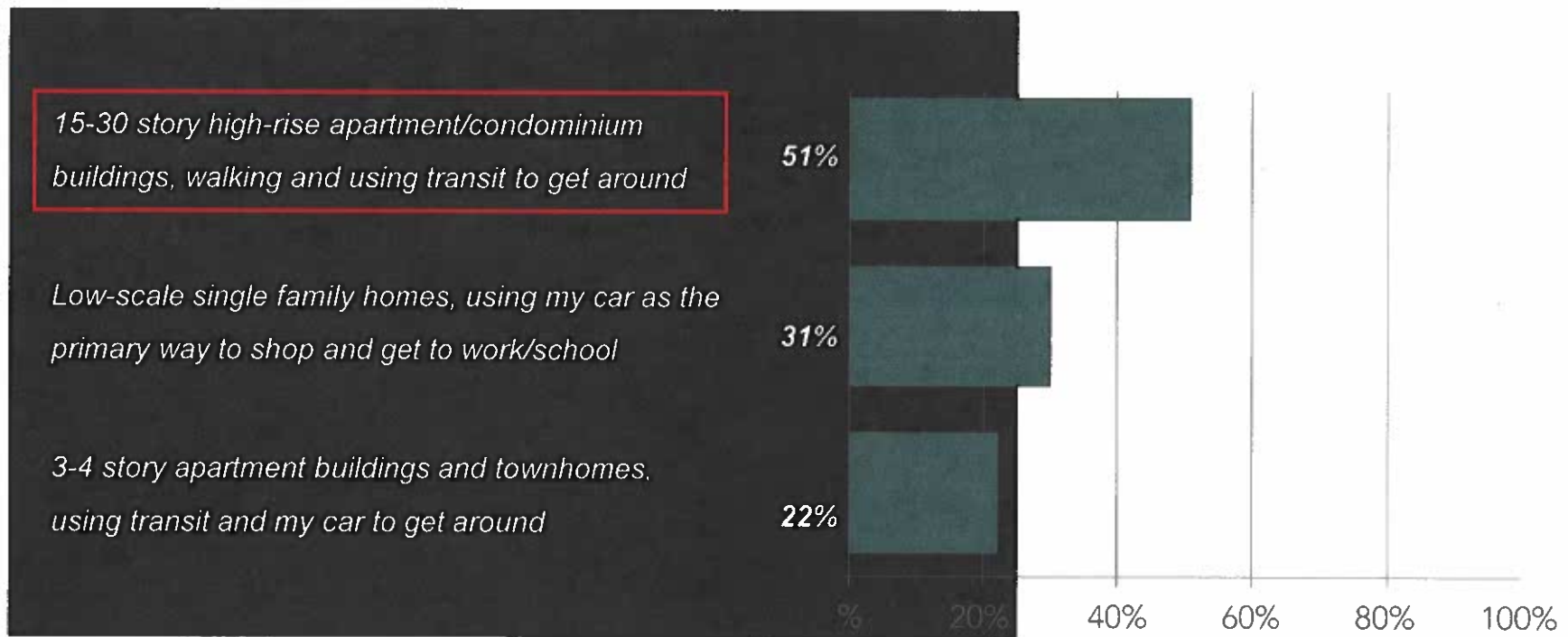
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NOV 2012 – ALA MOANA COMMUNITY SURVEY RESULT

In November 2012, to start the TOD planning process for Ala Moana, 1,350 households were randomly* surveyed in the area.

What type of Neighborhood do you **most desire** to live in?



Source: Ala Moana TOD - Community Survey Executive Summary – November 2012

* "A total of 373 completed surveys were received, for a response rate of 28%; this is a strong response rate compared to those that NRC typically sees for surveys in large cities."

COMMUNITY WORKSHOP #2 – AUDIENCE POLL

The audience poll

solicited thoughts on the most important COMMUNITY BENEFITS for this neighborhood, and other general comments.

Scale from 1 (not important) to 5 (important)

1. Pedestrian improvements to intersections (4.63)
2. Comprehensive bike network (4.62)
3. Tree-lined streets (4.58)
4. Street-level retail (4.57)
5. Mauka/makai pedestrian passage through Ala Moana Center (4.06)
6. Loop bus service (3.85)
7. Affordable housing requirement (3.73)
8. Strong connection between station and Kona Street (3.73)
9. Reprogramming of existing parks (3.53)
10. Expanded park network (3.50)
11. New community plaza (3.40)
12. Elevated plaza and pedestrian flyover to Keeaumoku Street (3.06)

Source: Community Workshop #2 Summary & Presentation – February 2013

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COMMUNITY WORKSHOP #2 – AUDIENCE VOTE ON PLAN

DEVELOPMENT INCENTIVES/TRADE OFFS: HOW DO THEY WORK?

The City informed the audience that Community Benefits primarily come with Development density/height and other incentives

The City presented and asked the audience to vote on 5 different TOD Plans that ranged from: "Status Quo" (1) to "District-wide community benefit Incentivized Growth" (5)

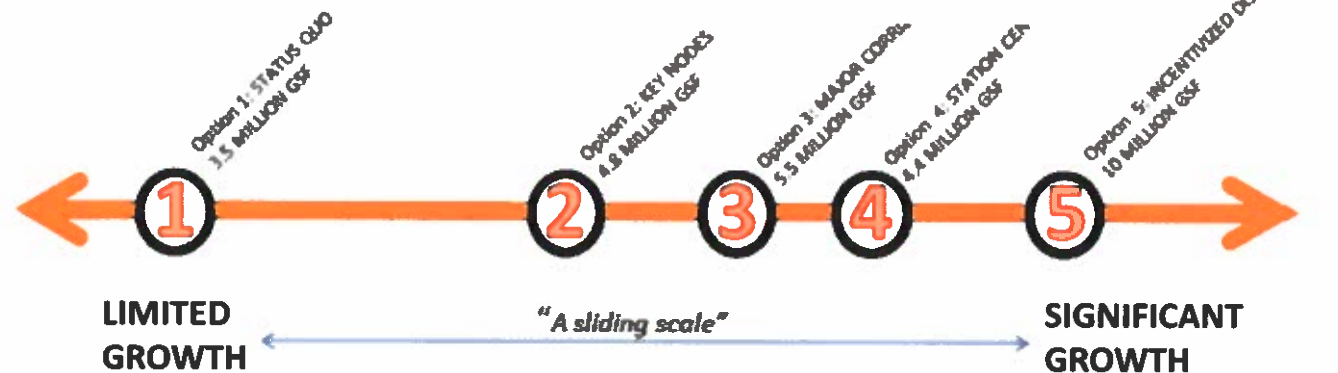
MARKET STUDY PROPOSES 3.5 MILLION GSF IN NEXT 20 YEARS– LETS GET IT RIGHT!

Limited Growth / Little Control

- DEVELOPMENT UNCERTAINTY
- SLOW GROWTH
- LUXURY HOUSING
- INCREASED TRAFFIC
- INCREMENTAL PUBLIC IMPROVEMENTS
- LITTLE OR NO CHANGE TO PUBLIC REALM
- PRESERVATION OF MAUKA / MAKAI VIEWS

Significant Growth / Ability to Invest in District

- DEVELOPMENT CERTAINTY
- SIGNIFICANT GROWTH
- DIVERSITY OF HOUSING
- COMPLEMENTARY MIXED USE
- PUBLIC OPEN SPACES AND EVENTS
- STREETScape IMPROVEMENTS
- TRAFFIC MITIGATIONS
- INFRASTRUCTURE UPGRADES
- EXPANDED OPEN SPACES
- BIKE LANES



ALA MOANA | NEIGHBORHOOD TRANSIT-ORIENTED DEVELOPMENT PLAN



Source: Community Workshop #2 Summary & Presentation – February 2013

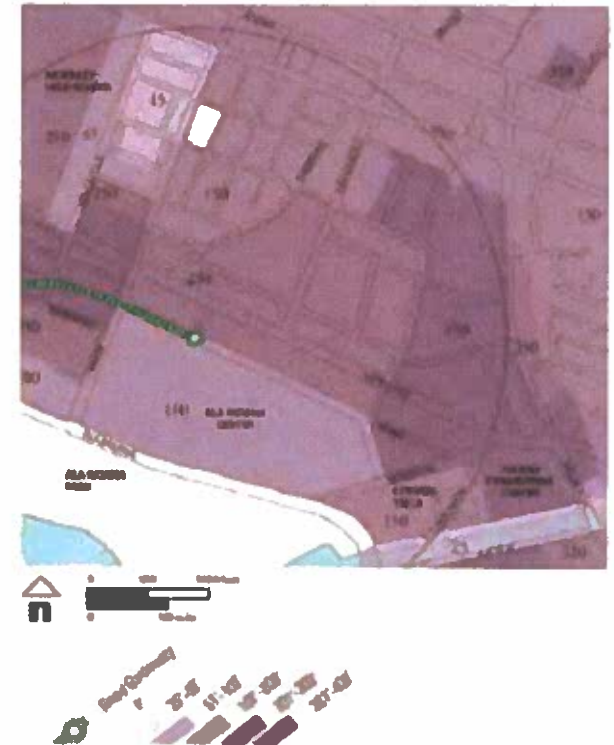
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COMMUNITY WORKSHOP #2

The City presented this 1st TOD scenario, which provided NO increases to height or density in the Ala Moana neighborhood (Status Quo/No Change to zoning)

CITY TOD ALTERNATIVE 1 : STATUS QUO



Source: Community Workshop #2 Summary & Presentation – February 2013

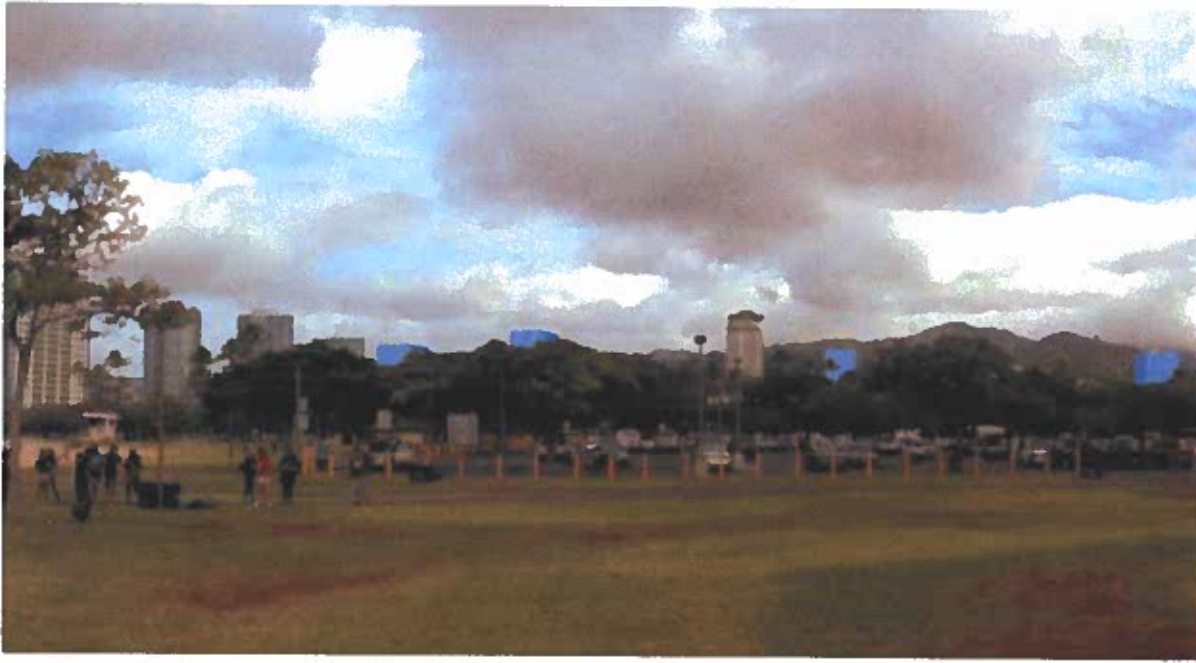
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COMMUNITY WORKSHOP #2 – MAGIC ISLAND VIEW

The City presented a corresponding image from Magic Island of potential TOD build-out with no change to zoning

CITY TOD ALT 1: STATUS QUO



CITY TOD - ALTERNATIVE 1: STATUS QUO

Source: Community Workshop #2 Summary & Presentation – February 2013

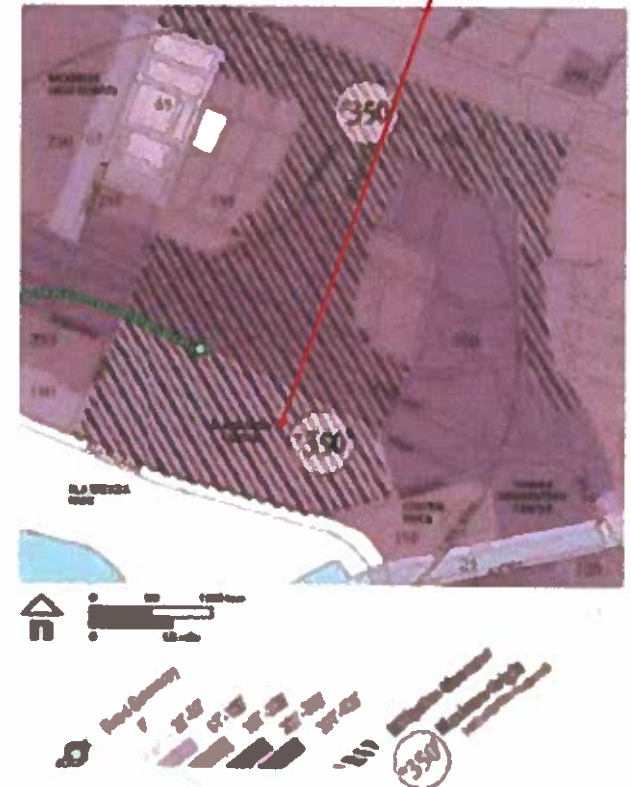
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COMMUNITY WORKSHOP #2

At the other end of the spectrum, the City presented this 5th TOD scenario, which provided increases to height of 350 ft. across Kapiolani and Keeaumoku, AND King Street and Ala Moana Center.

CITY TOD ALT 5 : DISTRICT-WIDE INCENTIVIZED BUILDOUT



Source: Community Workshop #2 Summary & Presentation – February 2013

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COMMUNITY WORKSHOP #2 – MAGIC ISLAND VIEW

The City presented a corresponding image from Magic Island of potential TOD build-out based on increased height and density

CITY TOD ALT 5 : DISTRICT-WIDE INCENTIVIZED BUILDOUT



CITY TOD - ALTERNATIVE 5: DISTRICT-WIDE INCENTIVIZED BUILDOUT

Source: Community Workshop #2 Summary & Presentation – February 2013

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COMMUNITY WORKSHOP #2 – AUDIENCE POLL

After reviewing all 5 TOD development plan scenarios, **the audience voted Alt. 5 High Density Incentivized Build Out** as the best option for the TOD Plan

February 19, 2013

Which alternative do you think best achieves the TOD vision for the Ala Moana Neighborhood?

VOTED
LEAST
DESIRED



5%

1.

Alternative 1: Status Quo

25%

2.

Alternative 2: Mixed Use at Key Nodes

20%

3.

Alternative 3: Density along Multi-modal Corridors

15%

4.

Alternative 4: Mall/Station-Centric Development

35%

5.

Alternative 5: High Density/District-Wide Incentivized Build Out

VOTED
MOST
DESIRED

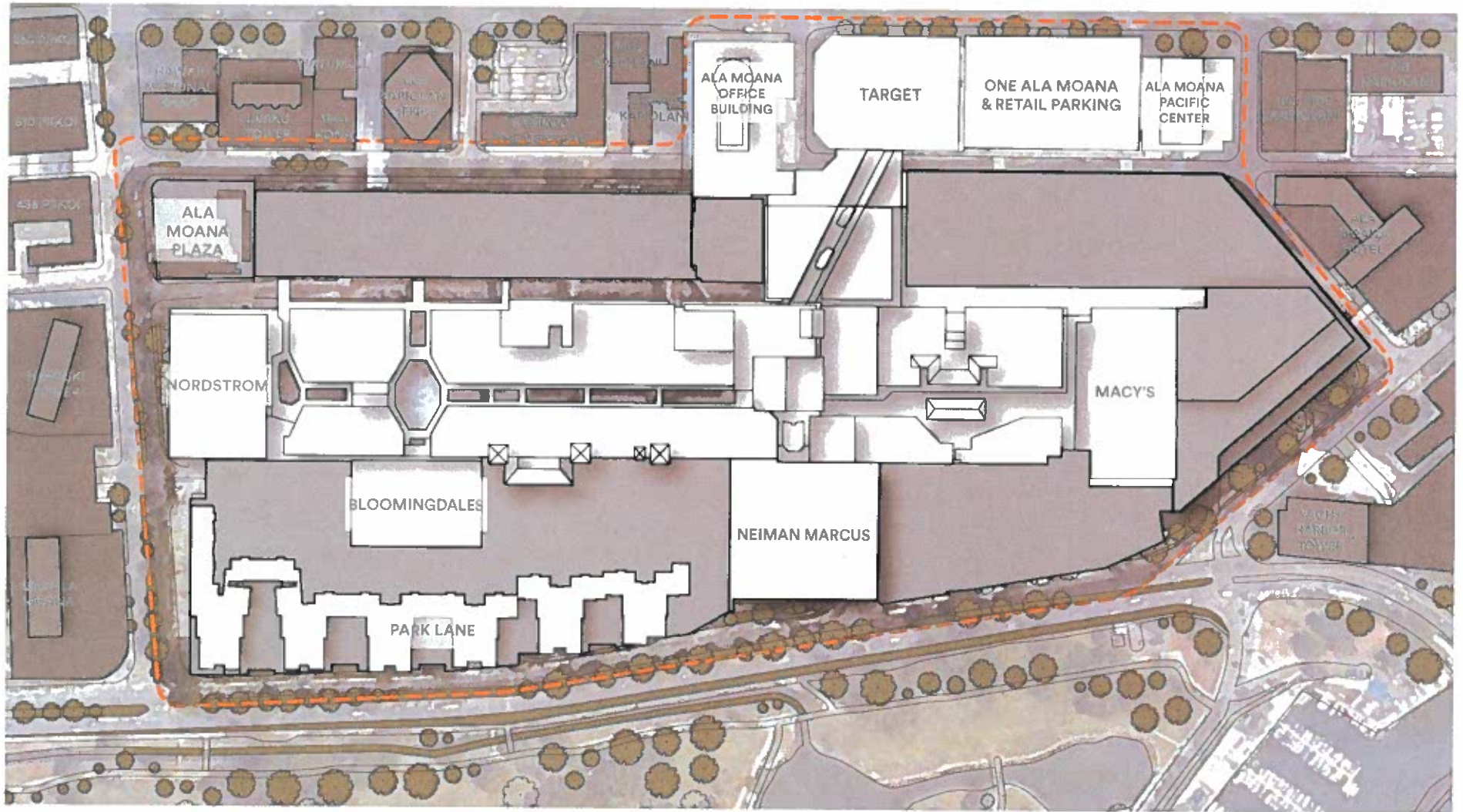


Source: Community Workshop #2 Summary & Presentation – February 2013

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EXISTING SITE PLAN



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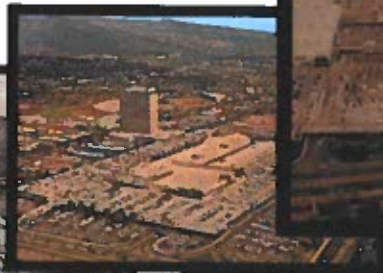
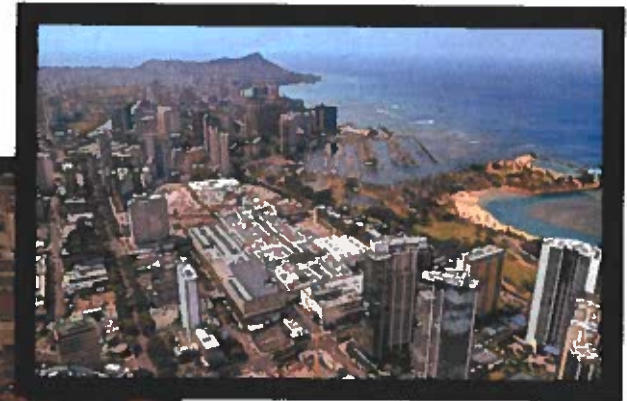
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ALA MOANA CENTER HAS EVOLVED

Ala Moana Center was conceived in 1959 as a Mixed-Use Community

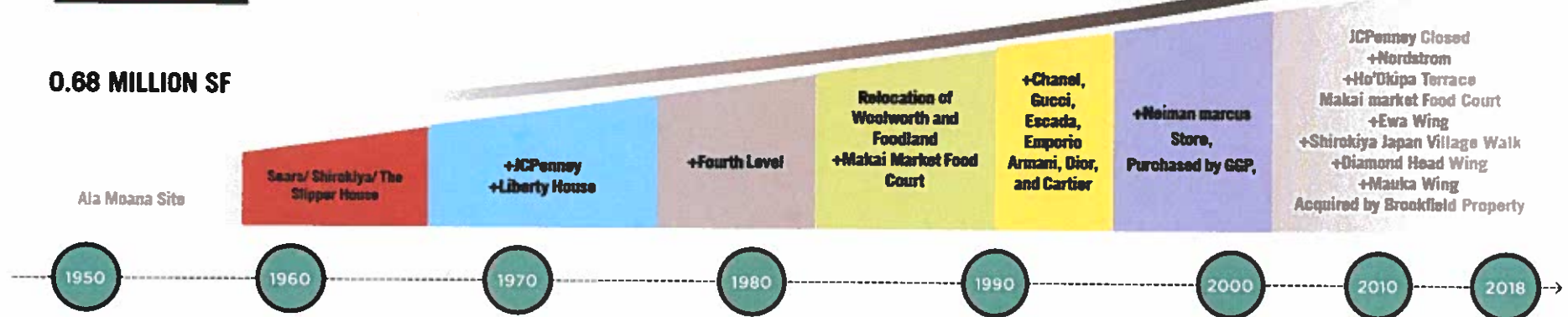
BUSINESS TRENDS - OCTOBER 16, 2017

Death by Amazon? Not in Hawaii



0.68 MILLION SF

2.10 MILLION SF

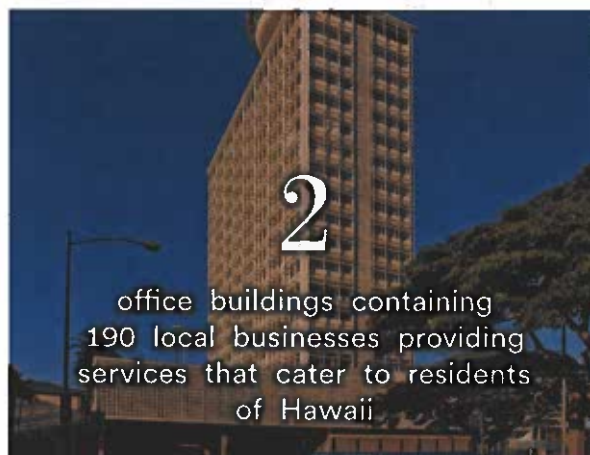
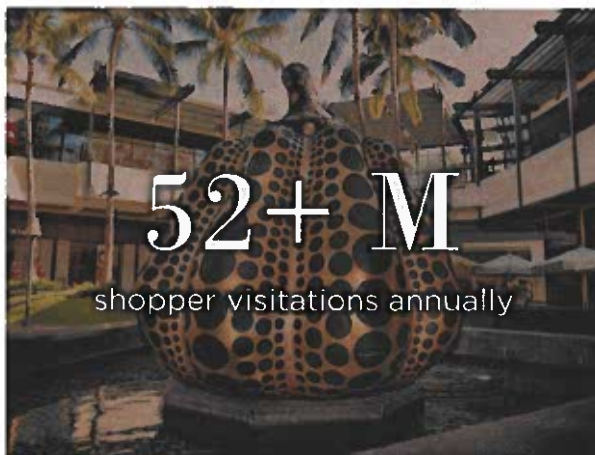
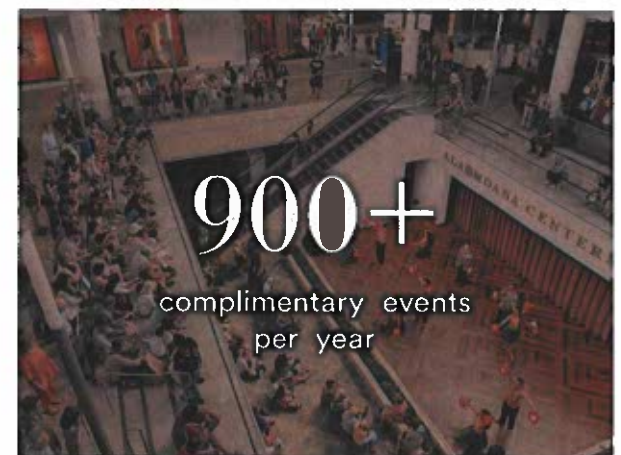
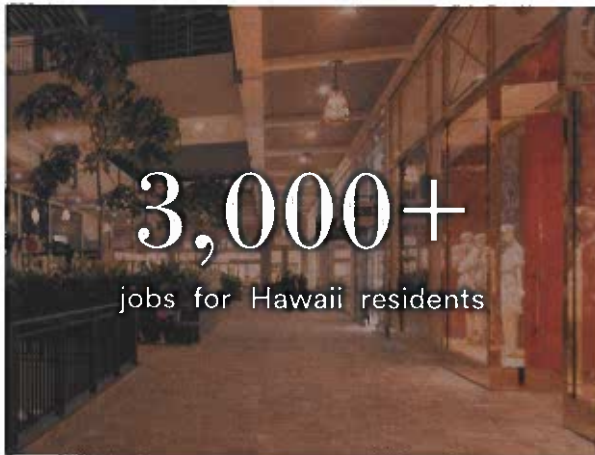


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ALA MOANA CENTER

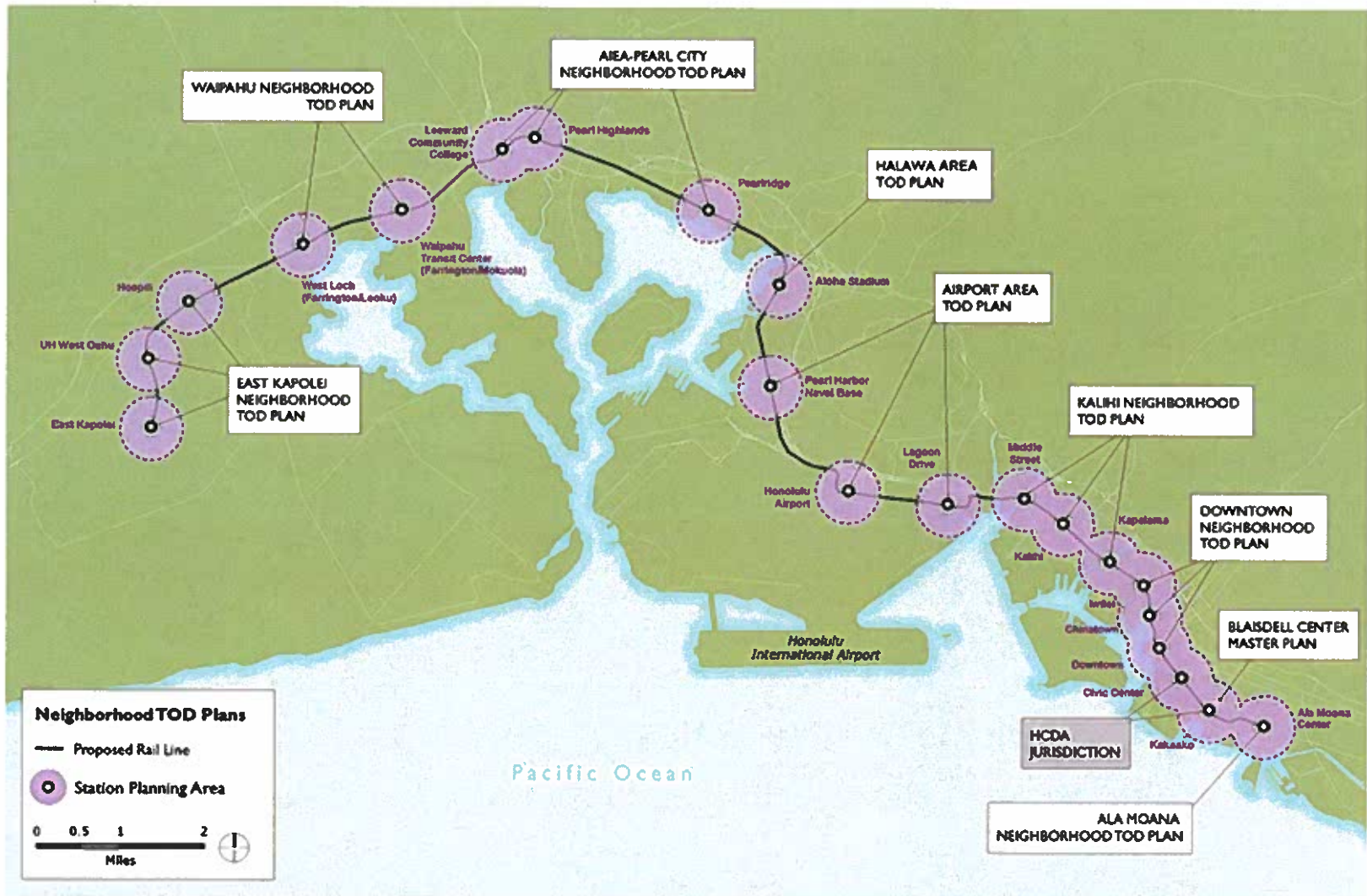
Celebrating it's 60th anniversary



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TOD NEIGHBORHOOD PLANS

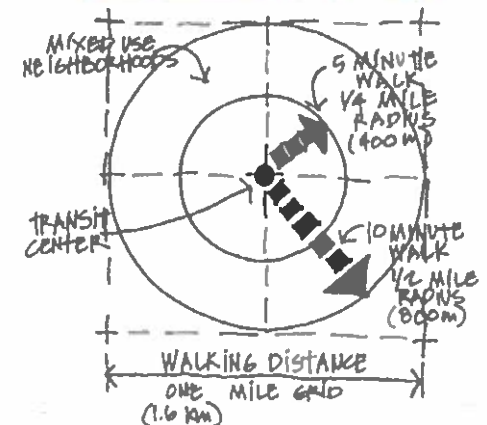


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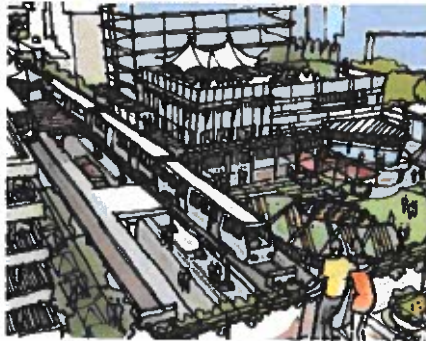
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TOD FRAMEWORK AND PLANNING PRINCIPLES

- TOD Plan: 30+ year planning framework for TOD neighborhoods
- Encourages vibrant mixed-uses & land uses that increase transit ridership
 - Housing, Shopping, Services, Dining, Office, Arts & Entertainment, etc.
- Promotes pedestrian- and bicycle-friendly environments, connected transportation, and good design to attract residents, employment and visitors.
- Recommends more intense uses immediately adjacent to the stations, generally within a radius of 1/4 to 1/2 mile, or a five to ten-minute walk from a transit stop.



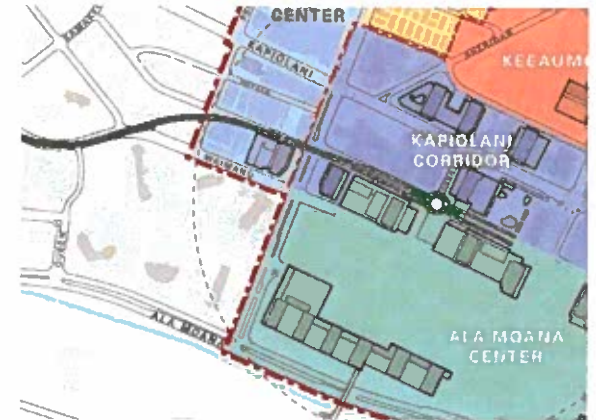
TOD FRAMEWORK AND PLANNING PRINCIPLES



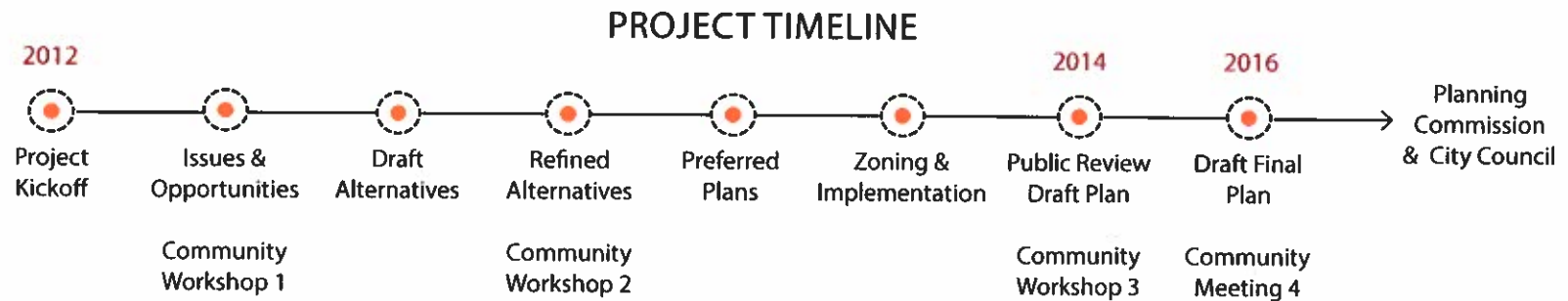
ALA MOANA CENTER

Hawaii's largest and most popular shopping center, the 2.4 million square foot Ala Moana Center comprises this subdistrict. As a major driver of economic activity, the future of the Ala Moana district is tied to the long-term viability of the mall as a local, regional, and tourist destination. Strategies may involve:

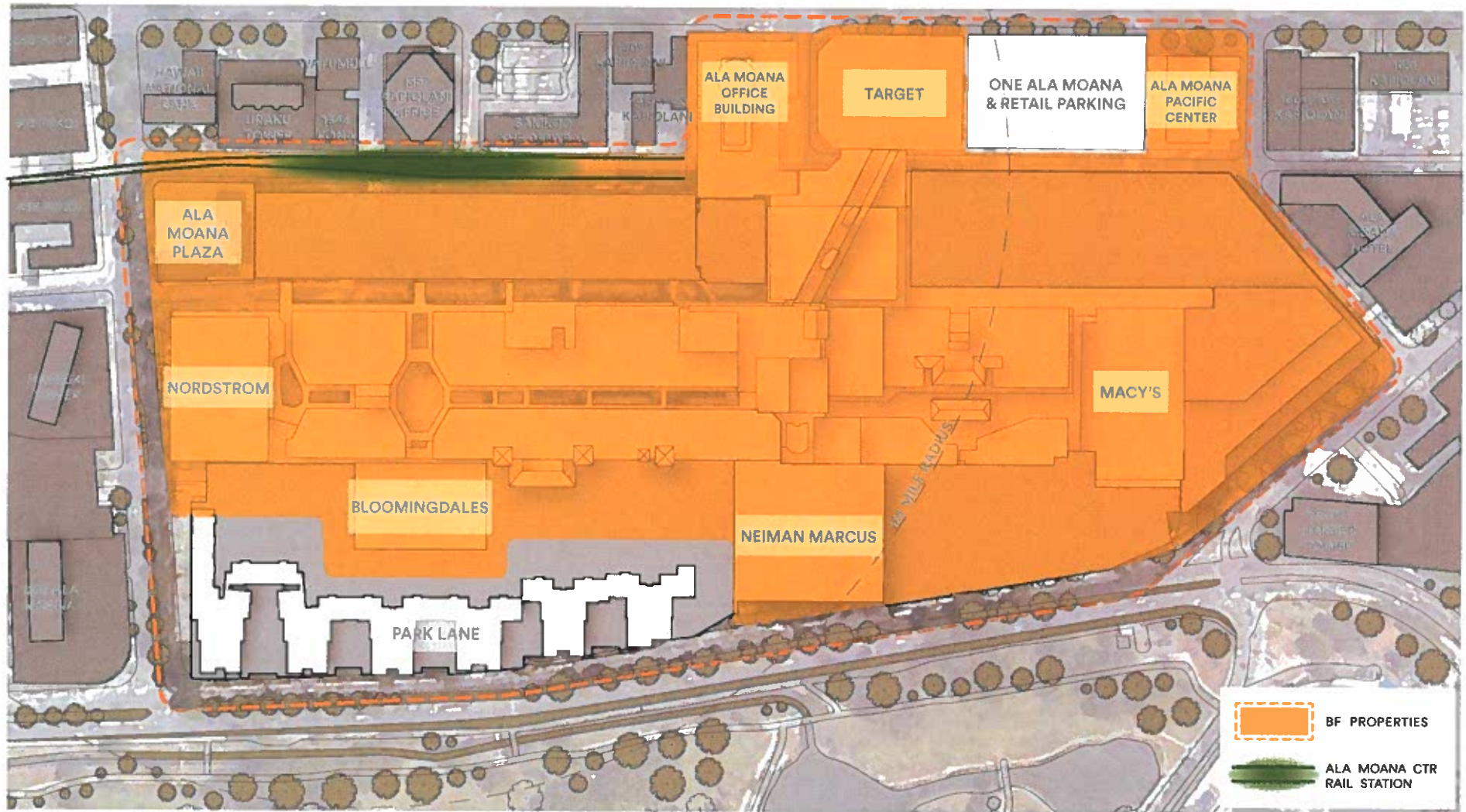
- Taking advantage of its transit station adjacency by enhancing multimodal linkages to increase the number of customers
- Redeveloping on the mall's parking structures to add mixed-use development opportunities while respecting important view corridors



Ala Moana Neighborhood TOD Planning Process



EXISTING SITE PLAN WITH ALA MOANA CENTER RAIL STATION OVERLAY

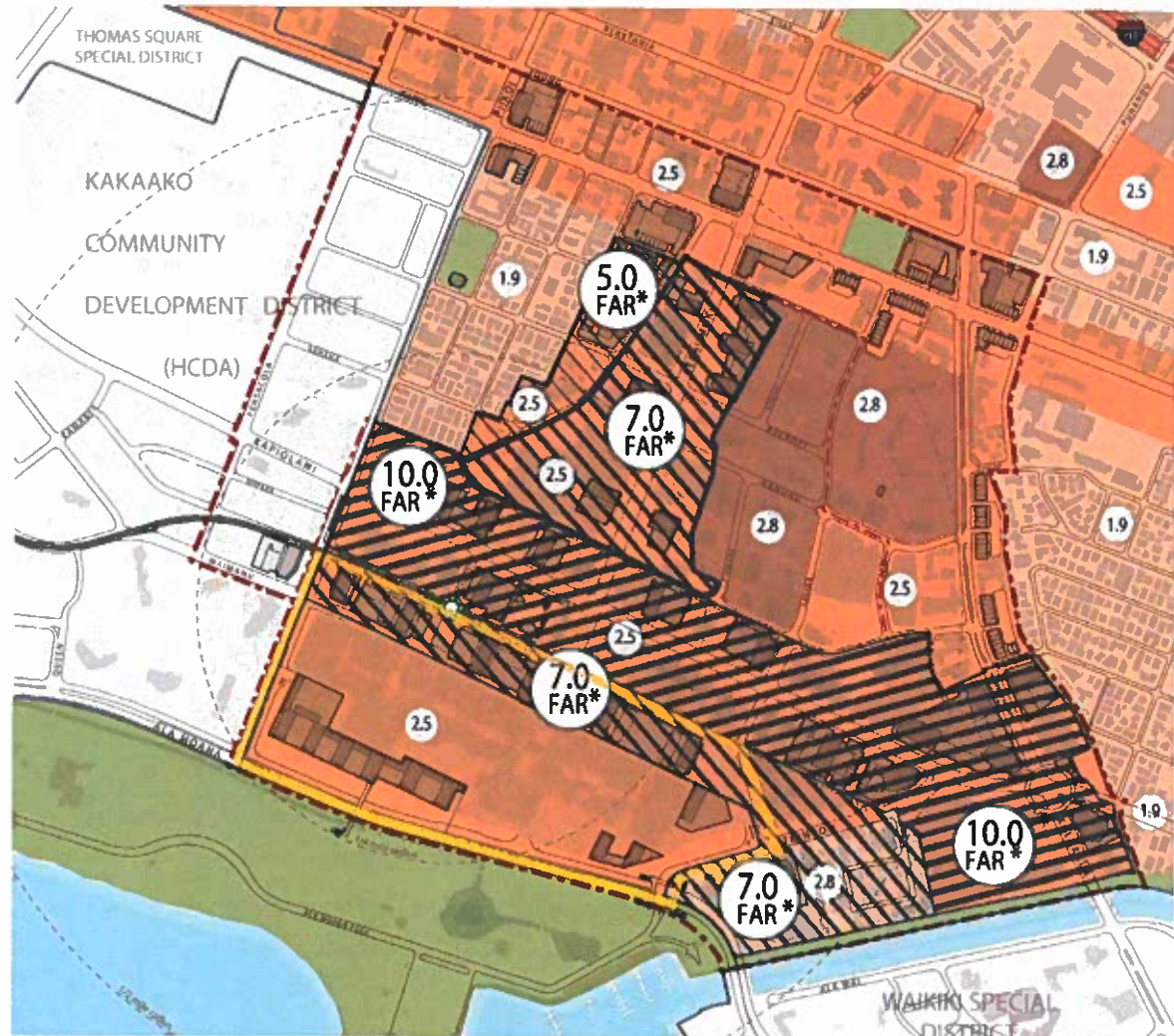


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EXISTING TOD FAR ZONE MAP

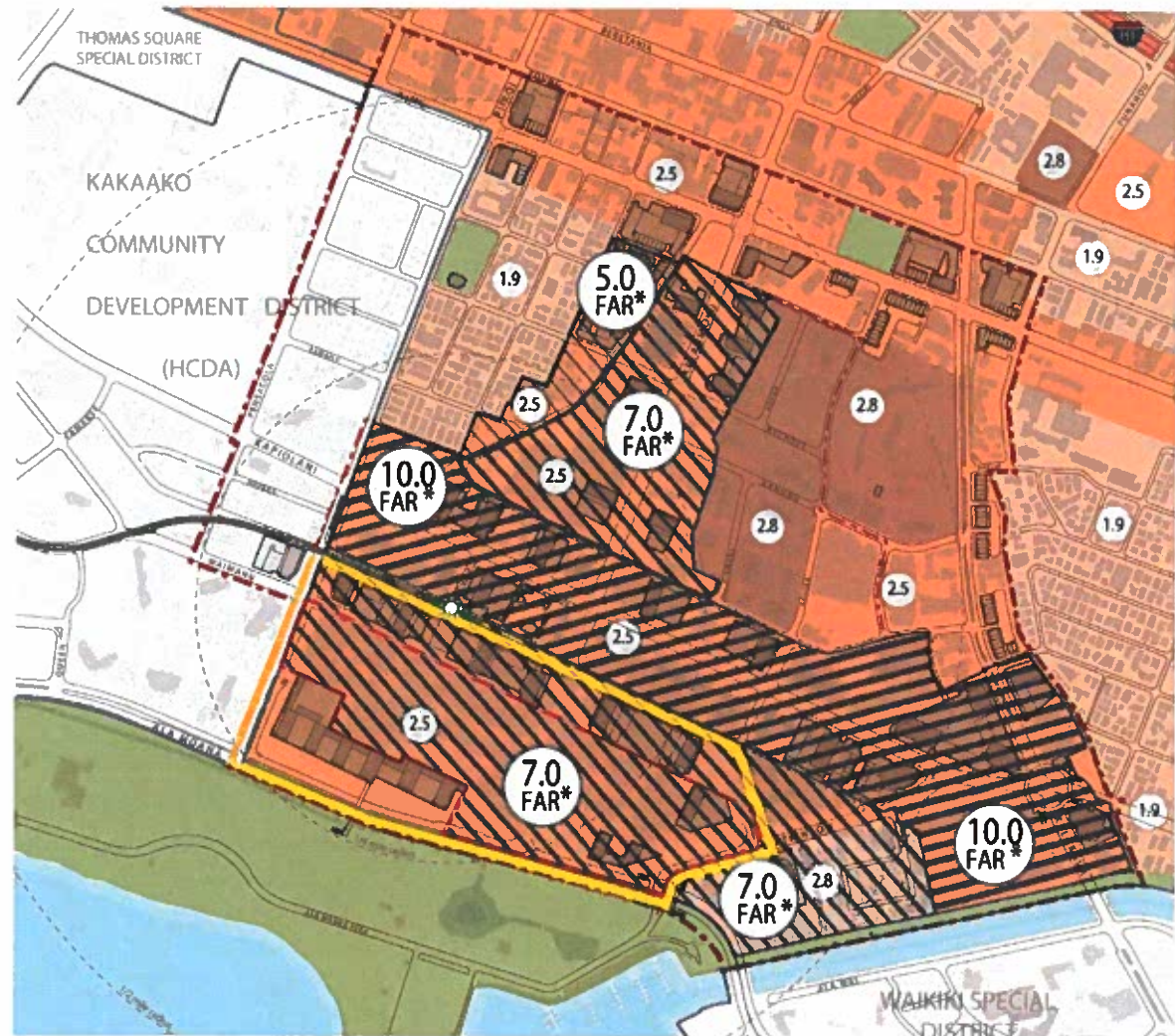
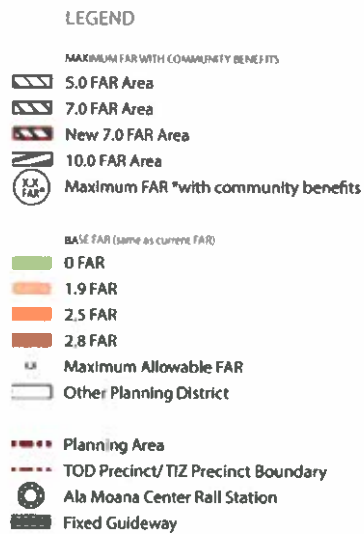
EXISTING
FIGURE 5-3: PROPOSED FAR ZONE MAP



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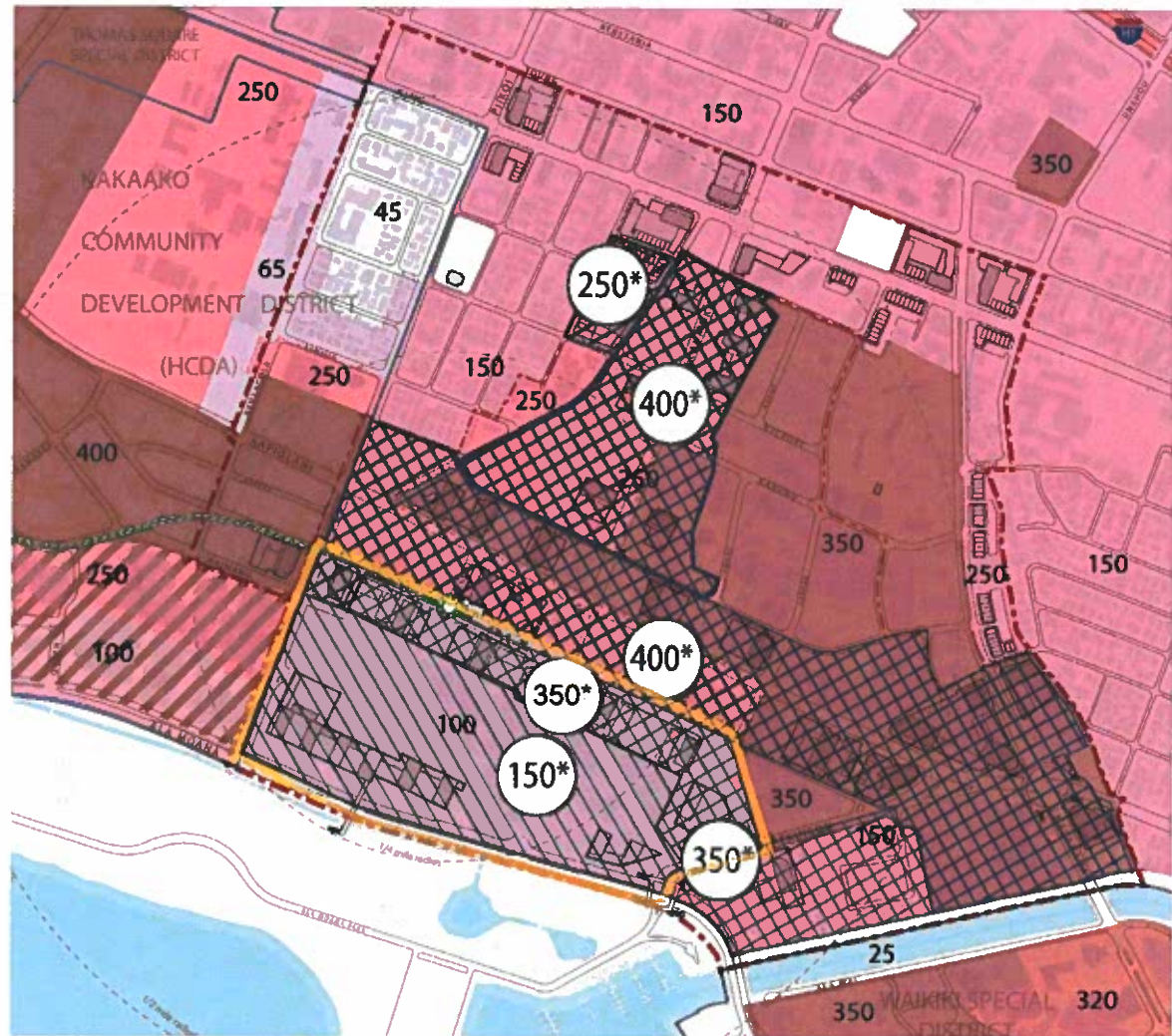
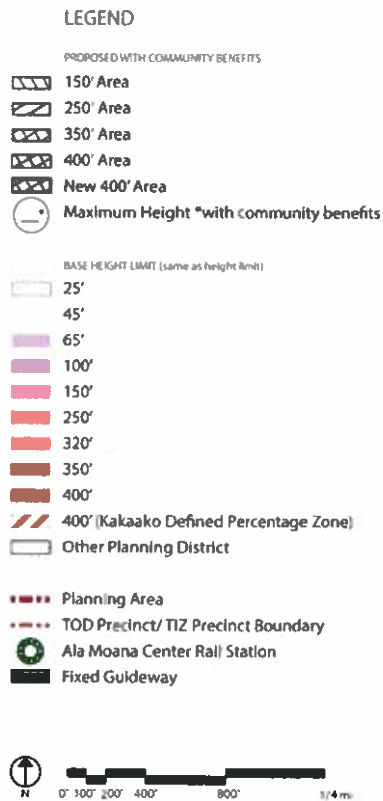
PROPOSED TOD FAR ZONE MAP

PROPOSED
FIGURE 5-3: PROPOSED FAR ZONE MAP



EXISTING TOD HEIGHT ZONE MAP

EXISTING
FIGURE 5-4: PROPOSED BUILDING HEIGHT
ZONE MAP

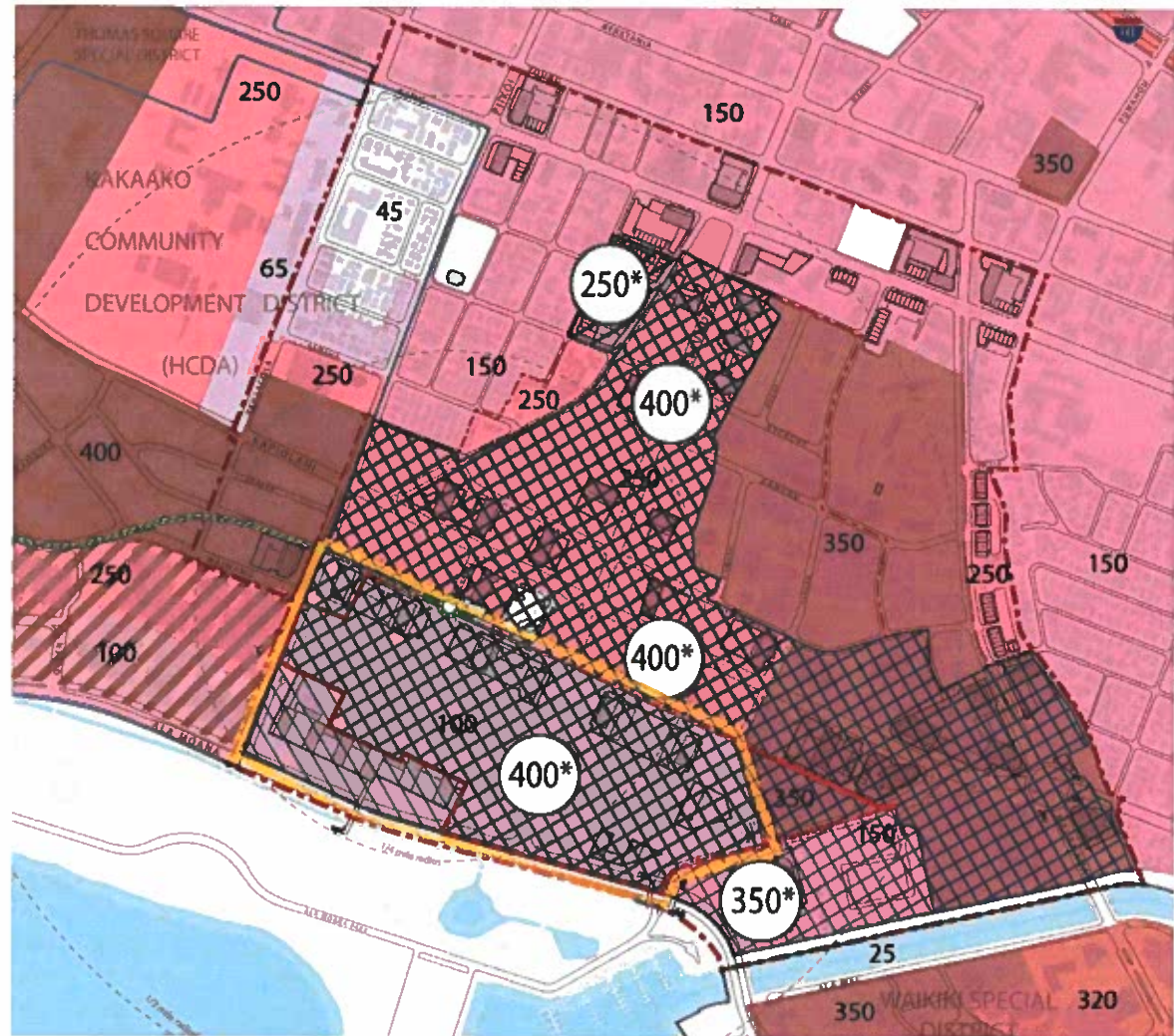
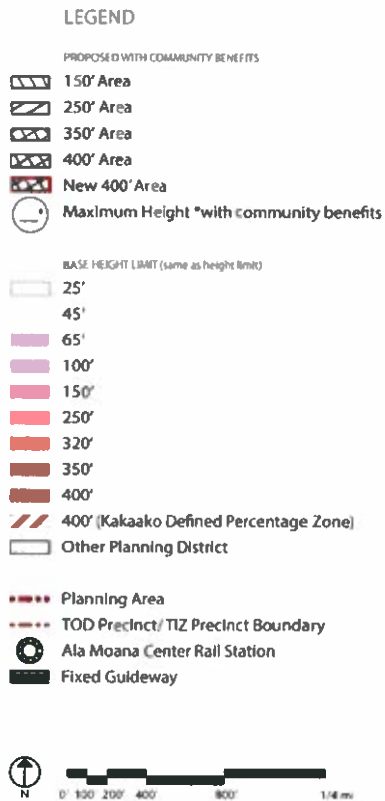


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PROPOSED TOD HEIGHT ZONE MAP

PROPOSED
FIGURE 5-4: PROPOSED BUILDING HEIGHT
ZONE MAP



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TOD PLAN AMENDMENT SUMMARY

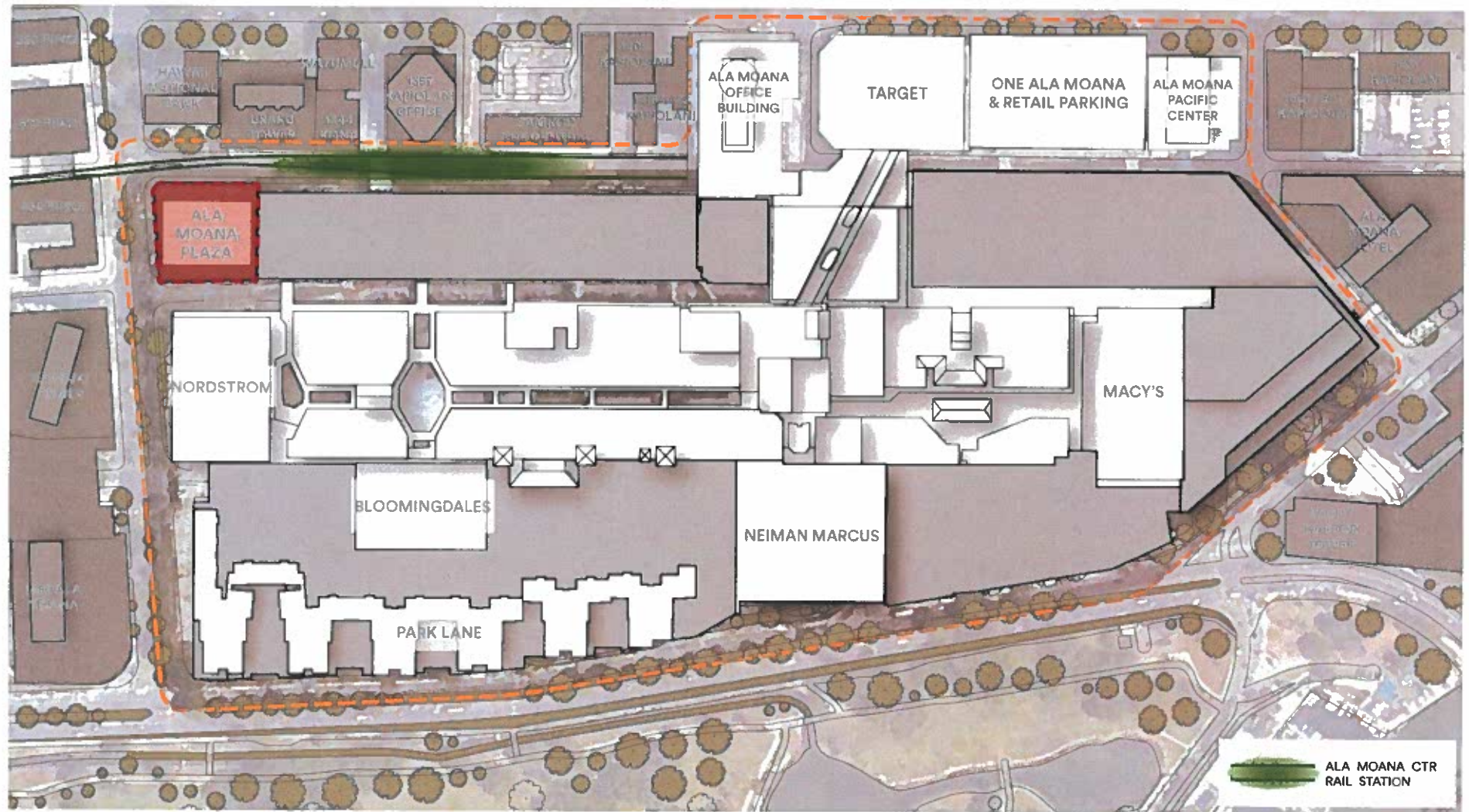
WHAT DOES THIS DO?

1. This TOD plan amendment would bring Ala Moana Center's allowances for density and height to **parity with the surrounding area.**
2. TOD **retains base zoning** of FAR and height on all properties.
3. TOD **widens the opportunity to deliver more Community Benefits** when development zoning incentives are requested.

WHAT DOES THIS NOT DO?

1. The proposed amendments to the draft Ala Moana TOD plan planning document **DO NOT grant the property any rights or entitlement to build taller or denser.**
2. It allows for the **future opportunity to bring forth individual project submittals**, via the City's Interim Planned Development – Transit (IPD-T) process, **with future review and approval rights by City Council on a project-by-project basis**, based on required impact studies and appropriate community benefits.

PROPOSED ALA MOANA PLAZA TOWER



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ALA MOANA PLAZA TOWER SITE LOCATOR



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ALA MOANA PLAZA

The State projects over 65,000 housing units are needed by 2025 to serve Hawai'i's housing demand, with 25,847 units needed for Honolulu during the 2015-2025 period. Act 127 was signed in 2016 to address this crisis, establishing a goal of developing 22,500 affordable rental units statewide to be ready for occupancy by December 31, 2026 and a Special Action Team on Affordable Rental Housing to recommend actions to achieve the goal.

THE HOUSING SHORTFALL

64,693



ADDITIONAL HOUSING UNITS HAWAII REQUIRES FROM 2015 TO 2025 TO MEET PROJECTED HOUSING DEMAND

70% OF THE HOUSING IS NEEDED FOR HOUSEHOLDS EARNING 80% OR LESS OF THE AMI

Source: Hawaii Housing Finance and Development Corporation, Hawaii Housing Planning Study, 2016

THE HIGH COST TO OWN

HOME OWNERSHIP STILL OUT OF REACH FOR MANY

Source: Honolulu Board of Realtors, March 2019 Market Report - O'ahu

\$429,000

MEDIAN CONDOMINIUM PRICE



\$782,500

MEDIAN SINGLE-FAMILY HOME PRICE



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FILLING THE NEED FOR RENTAL HOUSING

Despite no affordable housing requirement tied to new rental housing development, Brookfield Properties is committed to offering 20% of its total units at 80% of area median income (AMI) – a housing level that has historically been unserved in Honolulu.

Rentals are a big part of the housing solution and Brookfield Properties is building desperately needed rental housing in urban Honolulu with Ala Moana Plaza.

RECENT COMPLETED URBAN HONOLULU CONDOS

CONDOS = 9
1139 Waimanu (282 units)
Koola Lei (83 units)
Pacifica Honolulu (124 units)
Symphony Honolulu (100 units)
801 South (476 units)
801 South Bldg B (308 units)
400 Keolu (20 units)
Koaohou Place (65 units)
Ka Kihana (373 units)

AREA MEDIAN INCOME (AMI)

140% & ABOVE

100% TO 140%

80%

60% & BELOW

RECENT COMPLETED URBAN HONOLULU RENTALS

RENTALS = 3
Flats at Pu'unui:
88 Units, 100% AMI
Koaohou Lane:
209 Units, 100% AMI
Six Eighty Ala Moana:
54 Units, 100% AMI

RENTALS IN PROGRESS

RENTALS = 2
Lālia Waikiki:
91 units, 80% AMI
Ala Moana Plaza

Although there is no affordable housing requirement, 110 units will be offered at 80% AMI

THE RIGHT PROJECT, RIGHT WHERE IT'S NEEDED

Ala Moana Plaza is located in the heart of Honolulu, within one of the largest concentrated employment centers on O'ahu (Ala Moana Center), this project presents an amazing opportunity for people who work in urban Honolulu to call home.



Ala Moana Center averages 4,000 daily employees

- + 550 units // 440 market rentals and 110 affordable rentals at 80% AMI
- + Average affordable rentals range from studios (350-450 sf) to 1-bedroom units (450-550 sf)
- + \$20+ Million provided through delivery of 110 80% units of affordable housing
- + Quicker delivery - No condo presales. Project creates more than 600+ development and construction jobs + 40 operation jobs
- + Next to future Ala Moana Center Rail station - promoting increased ridership and less reliance on automobiles

PROPOSED ALA MOANA PLAZA RENTAL HOUSING SUMMARY

- Target of approximately 550 rental housing units adjacent to future Ala Moana Center Rail Station
- 400-ft mixed-use rental tower on 39,370 sf lot
- Combination of market-rate rentals and affordable rentals targeted towards 80% AMI
- Target mix of studios and 1 / 2 / 3 bedroom units

MAHALO